

## **I'm a senior creative leader and conceptual thinker with 26 years of experience turning business challenges into creative opportunities and ideas that help brands get noticed, become more relevant and build trust.**

My strength is connecting the dots. I like to understand the business, the audience and the challenge, then using creative and strategic thinking to find the idea that brings it all together.

My experience spans branding, positioning, identity, integrated campaigns, digital, social and customer experience. I've led creative teams, worked directly with clients and brought ideas from the first conversation through to execution.

I use strategy to help get there, but creativity is where I live. I'm always looking for the insight, angle or

unexpected connection that can make a brand more interesting, relevant and memorable. I don't believe creative should exist just to look good. It should have a reason to exist and a job to do. As AI continues to change how we create, I see even more value in the human side of the process: curiosity, experience, judgment, originality and knowing which idea is worth pursuing.

When I'm not busy brand building, I'm enjoying my weekly rec soccer games, detoxing at the local hot yoga studio and hanging out with my family.

### **Conceptual Thinking**

I'm always looking for the idea behind the assignment. The insight, angle or unexpected connection that can make a brand more interesting, relevant and memorable.

### **Strategic Creative Thinking**

I use strategy to give creativity direction. Understanding the business, audience and opportunity helps me find ideas that have a reason to exist and a job to do.

### **Creative Leadership**

I know how to build momentum around an idea, motivate teams and partners, manage expectations and get clients genuinely excited about the work.

### **Integrated Experience**

Branding, advertising, digital, social, promotion and content aren't separate worlds to me. They're different ways of bringing an idea and a brand story to life.

## **BRAND EXPERIENCE**

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AG Hair Cosmetics, Apna Health, Canada Beef, CanPrev, Eden Food for Change, Insurance Institute of Canada, Jagermeister, LifeLabs, Look Beauty Inc., Massage Envy, MasqueBar, National Car Rental, Neilson Dairy, Pharmasave, Recochem North America, Redecan, United Way, Whirlpool Canada

## **CORE EXPERTISE**

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Adobe Creative Suite, Art Direction, Brand Development, Brand Identity, Brand Positioning, Client Presentations, Concept Development, Creative Direction, Creative Leadership, Creative Production, Digital Creative, Integrated Campaigns, Promotions, Search Marketing, Social Media, User Centered Experience Design, Vendor & Freelancer Direction



## WORK EXPERIENCE

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### **Creative Director** .....BTI Brand Innovations | July 2021 - Present | 📍 Mississauga, ON

- Lead creative direction and conceptual development across branding and integrated communications.
- Work with clients to understand their business challenges, audiences and opportunities, then use creative and strategic thinking to develop ideas, brand solutions and campaigns.
- Provide creative leadership throughout the process, from early concepts and presentations through to final execution, while working with internal teams, freelancers and outside vendors when specialized expertise or additional production support is required.
- Bring a broad understanding of branding, digital, social, promotion and creative production to help clients build and strengthen their brands.

### **Associate Creative Director** ..... Spyder Works | January 2013 - July 2021 | 📍 Mississauga, ON

- Advanced into a senior creative leadership role, building on a strong foundation in art direction and design.
- Focused on creative strategy, branding and the development of ideas that connect business objectives with compelling creative solutions.
- Worked across multiple disciplines and channels, helping bring brand ideas to life through integrated creative.
- Led and motivated the design team, freelancers and outside vendors while managing creative expectations, timelines and production requirements.

### **Graphic Designer** .....Jigsaw Advertising | April 2011 - August 2012 | 📍 Burlington, ON

- Developed creative and design solutions within an advertising agency environment.

### **Self-Employed (Freelance)** .....D + Co. | September 2003 - April 2011 | 📍 Oakville, ON

- Worked directly with clients as an independent creative, developing branding, design and creative solutions across a range of projects.
- Built strong client relationships and gained valuable experience managing the complete creative process from understanding the challenge and developing the idea through to execution.
- This experience also provided a broader understanding of the business side of creative work, including client expectations, project management and working directly with external partners.

### **Art Director** .....Portofino Studios | April 2000 - September 2003 | 📍 Toronto, ON

- Began developing professionally as an art director within a busy Toronto creative environment, building the design, conceptual and art direction foundation that shaped the next 26 years of my career.

## EDUCATION

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### **Advertising & Graphic Design** .....Humber College | 1997 - 2000 | 📍 Toronto, ON

- Graduated with Honours from the Advertising & Graphic Design program earning both a Diploma and Post Graduate Certificate.